

The following Listing of Claims will replace all prior versions, and listings, of claims in the application.

**LISTING OF CLAIMS:**

1. (Currently Amended) An air conditioner, comprising:  
an air conditioning mechanism configured and arranged to perform air conditioning of indoor air;  
an air deflector configured and arranged relative to the air conditioning mechanism to selectively adjust air flow direction of conditioned air discharged from the air conditioning mechanism; and  
a control unit operatively coupled to said air conditioning mechanism and said air deflector to control operation of said air conditioning mechanism and said air deflector,  
said control unit being configured to selectively operate said air conditioning mechanism in a plurality of operation modes including a powerful operation mode whereby a heat exchanging operation of said air conditioning mechanism is temporarily increased for a predetermined time,  
said control unit being configured to selectively operate said air deflector to selectively adjust the air flow direction of said air deflector between a plurality of air flow directions, and  
said control unit being further configured to set the air flow direction to a predetermined air flow direction of the plurality of air flow directions when the powerful operation mode is selected regardless of the air flow direction prior to when the powerful operation mode is selected,  
the powerful operation mode being selected by a user with the control unit switching to the powerful operation mode from a prior operation mode upon selection of the powerful operation mode by the user, the air flow direction being set to the predetermined air flow direction when the powerful operation mode is selected by the user regardless of the air flow direction prior to selection of the powerful operation mode, and the air flow direction returning to the air flow direction prior to selection of the powerful operation mode after the predetermined time after selection of the powerful operation mode.

2. (Previously Presented) The air conditioner as recited in claim 1, wherein said control unit is configured and arranged such that the predetermined air flow direction of said air deflector during the powerful operation mode is set so that air is discharged in a direction in which people are present.

3. (Previously Presented) The air conditioner as recited in claim 1, wherein said control unit is configured and arranged such that the predetermined air flow direction of said air deflector during the powerful operation mode is set so that air is discharged in a direction in which people are not present.

4. (Previously Presented) The air conditioner as recited in claim 1, wherein said control unit is configured and arranged such that the predetermined air flow direction of said air deflector is set at a fixed orientation during said powerful operation mode.

5. (Previously Presented) The air conditioner as recited in claim 1, wherein said control unit is configured and arranged such that the predetermined air flow direction of said air deflector is set to change a swing range of said air deflector to a different swing range during the powerful operation mode.

6. (Previously Presented) The air conditioner as recited in claim 1, further comprising:  
a timer configured and arranged to selectively limit a time in which said control unit performs the powerful operation mode.

7. (Previously Presented) The air conditioner as recited in claim 6, wherein said control unit is further operatively coupled to said timer such that a time at which said air deflector is stopped during the powerful operation mode is set in said timer.

8. (Previously Presented) The air conditioner as recited in claim 1, wherein said air deflector comprises a vertically movable flap.
9. (Cancelled)
10. (Previously Presented) The air conditioner as recited in claim 1, wherein said control unit is further configured and arranged to operate said air conditioning mechanism in either a cooling operation or a heating operation.
11. (Cancelled)
12. (Cancelled)
13. (Cancelled)
14. (Previously Presented) The air conditioner as recited in claim 2, wherein said control unit is configured and arranged to selectively maintain the air flow direction of said air deflector at a fixed orientation during the powerful operation mode.
15. (Previously Presented) The air conditioner as recited in claim 2, wherein said control unit is further configured and arranged to selectively change a swing range of said air deflector to a different swing range during the powerful operation mode.
16. (Previously Presented) The air conditioner as recited in claim 2, wherein said air deflector comprises a vertically movable flap.
17. (Previously Presented) The air conditioner as recited in claim 3, wherein said control unit is configured and arranged to selectively maintain the air flow direction of said air deflector at a fixed orientation during the powerful operation mode.

18. (Previously Presented) The air conditioner as recited in claim 3, wherein said control unit is further configured and arranged to selectively change a swing range of said air deflector to a different swing range during the powerful operation mode.

19. (Previously Presented) The air conditioner as recited in claim 3, wherein said air deflector comprises a vertically movable flap.

20. (Currently Amended) The air conditioner as recited in claim 1, wherein said control unit is configured and arranged such that the predetermined air flow direction of said air deflector is set to swing said air deflector within a fixed range of swinging movement during said powerful operation mode.

21. (New) The air conditioner as recited in claim 1, wherein the air conditioning mechanism includes an indoor unit with an indoor heat exchanger and an outdoor unit with an outdoor heat exchanger that is connected to the indoor unit.